

## USER-DIRECTED PRODUCT RECOMMENDATIONS

### ABSTRACT

A facility for generating item recommendations is described. In one embodiment, the facility displays a plurality of item indications each indicating an item. The facility then receives user input selecting one or more of the displayed item indications, and selects as seed items the items indicated by the selected item indications. The facility then uses the selected seed items to generate a list of recommended items, and displays the generated list of recommended items.

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